

WHAT YOUR SITE IS ACTUALLY DOING.

One page: what is working, what is costing you visitors, and what to fix next. A phone-and-desktop teardown of the live site: 4 phone loads + 2 desktop loads. No login, no insider access, no Harvv pixel needed. The full evidence is at the bottom.

August 20, 2026

· External scan

· 4 MOBILE + 2 DESKTOP LOADS · NO PIXEL DATA

WORKING

What's already working. These held up across every load.

0.4s Speed is good.

0 No JavaScript errors on load.

92/100 Lighthouse scores SEO 92/100. The fundamentals Google looks for are present.

✓ Nothing spilled past the edge at either 390px (phone) or 1366px (desktop), so the structure is responsive.

COSTING YOU

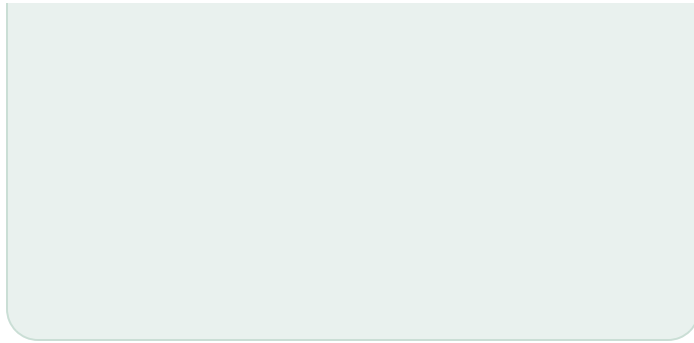
Ranked by what hurts conversion most. Full evidence below.

8 A floating widget is covering a clickable element

41% Add quotations so AI engines cite this page

404/410 Broken internal links

faint Some text is low-contrast and hard to read



13/43

Tiny buttons are hard to tap on mobile

22

Unused JavaScript is being downloaded

FIXING NEXT

OBSCURED CONTROL, TAP TARGETS AND PAGE WEIGHT.

4 HOURS

3 small changes, on the pages people actually land on: A floating widget is covering a clickable element; Tiny buttons are hard to tap on mobile; The page is heavy to download. We re-measure the same samples after.

AI SEARCH VISIBILITY

How visible is aerthom.com to AI search?

ChatGPT, Perplexity, and Google AI Overviews are the new front page. The AI checks in this report are a preview. A free account turns them into a live 0 to 100 score, tracked daily and benchmarked against your competitors.

[See the full AI report, free](#)

Findings, ranked by what hurts conversion most

SEVERITY	FINDING	HOW WE KNOW
HIGH	A floating widget is covering a clickable element BOTH CONVERSION ACCESSIBILITY (WCAG) 6 ELEMENTS 8 clickable elements are sitting underneath a fixed overlay (div.WelcomePopup-module__EK4S4q__body over button), so a visitor who tries to tap them hits the widget on top instead. The element is there and looks fine in a preview, it just can't be reached. Move the floating widget to a clear corner, lower its z-index, or add spacing so it never overlaps your links and buttons. THE EXACT ELEMENTS WE FOUND: button under div.WelcomePopup-module__EK4S4q__body a "SHOP NOW" under p.WelcomePopup-module__EK4S4q__subtitle a "Cookie Policy" under div.WelcomePopup-module__EK4S4q__body a "Privacy Policy" under a.WelcomePopup-module__EK4S4q__ctaBtn a "Aerthom - Go to homepage" under div.WelcomePopup-module__EK4S4q__topAcce a "Follow us on Instagram" under div.WelcomePopup-module__EK4S4q__body	

MEDIUM

Tiny buttons are hard to tap on mobile

MOBILE

ACCESSIBILITY (WCAG)

CONVERSION

8 ELEMENTS

13 of 43 tappable items on this page (30%) measure under 24 pixels on their shorter side, below the WCAG minimum, and well under the 44 pixels Apple and Google recommend for reliable tapping, and the same ones came up small on every test load. When visitors can't hit what they expect to, they get frustrated and many of them leave instead of trying again.

THE EXACT ELEMENTS WE FOUND:

- button 20x20 "Search"
- button 20x20 "Cart"
- button 18x18 "Open menu"
- a 136x24 "LEARN OUR STORY"
- a 68x22 "Our Story"
- a 83x22 "Bulk Orders"
- a 77x22 "Contact us"
- a 152x22 "Shipping and Returns"

LOW

Unused JavaScript is being downloaded

BOTH

PERFORMANCE

Code that never runs on this page still costs download and parse time on every visit. Splitting or removing it speeds up load. Lighthouse measured: Est savings of 22 KiB.

LOW

Unused CSS is being downloaded

BOTH

PERFORMANCE

Style rules that this page never uses still block rendering while they download. Trimming them frees the paint path. Lighthouse measured: Est savings of 17 KiB.

LOW

The page is heavy to download

BOTH

PERFORMANCE

Total page weight is high. On a phone with patchy data, that is extra seconds of blank screen before the page is usable. Lighthouse measured: Total size was 3,438 KiB.

HIGH

Add quotations so AI engines cite this page

BOTH

AI SEARCH

SEO

Generative engines (ChatGPT, Perplexity, AI Overviews) lift sourced, attributed quotes almost verbatim, and quotations are the single strongest citation lever (studies measure roughly +41%). Add 1-2 attributed expert quotes or blockquotes to the pages below. (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.)

LOW

No third-party analytics tag detected

BOTH

TRACKING

No Google Analytics, GA4, or other third-party analytics tag was found in the page. If you rely only on platform or server-side analytics that is fine; but if not, a third-party tag is the baseline way to see how many visitors arrive, where they come from, and what converts. First-party or server-side analytics are not detectable from the outside, so this may already be handled.

HIGH

Broken internal links

BOTH

SEO

CONVERSION

3 EXAMPLES

3 internal link targets returned an error (404/410/5xx) or did not respond. Broken links waste crawl budget, frustrate visitors, and leak ranking signal. (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.)

THE EXACT EXAMPLES WE FOUND:

- <https://aerthom.com/terms> (404)
- <https://aerthom.com/privacy> (404)
- <https://aerthom.com/cookie-policy> (404)

HIGH

Some text is low-contrast and hard to read

BOTH

ACCESSIBILITY (WCAG)

Text that does not stand out enough from its background is hard to read for many visitors, and fails accessibility guidelines Google checks.

LOW

Some links do not describe where they go

BOTH

ACCESSIBILITY (WCAG)

CONVERSION

Links like "click here" or "read more" tell screen-reader users and search engines nothing about the destination. Lighthouse measured: 1 link found.

Accessibility findings are automated checks against Web Content Accessibility Guidelines (WCAG) 2.1 and 2.2. They flag potential barriers and legal risk, not a certification or a determination of compliance with the ADA, Section 508, or EN 301 549. Automated testing catches only a subset of issues; a full conformance review needs manual and assistive-technology testing by a qualified reviewer.

FROM FINDING TO FIX

Want the fix, not just the finding?

Install Harvv and we turn each issue above into a ready-to-paste prompt for your AI coding assistant. Drop it into Cursor, Claude, or Copilot and the diagnosis becomes a concrete code change, written against this exact page.

Get the fix prompts

"How we know": **unlabeled** = a deterministic fact, identical on every load (e.g. element sizes). Most findings are this kind, so we only mark the exceptions: **median across loads** = a noisy lab metric, reported as a median. **real-user field data** = Google CrUX, actual Chrome visitors.

Structural and AI-search checks crawl up to 8 pages from your sitemap (a sample, not your full site). "Broken" means a link returned 404, 410, or 5xx, or did not respond; access-controlled pages (401, 403) are not counted.

02

Performance: phone, desktop, and real visitors

METRIC	MOBILE	DESKTOP	READ
TTFB (lab median)	34 ms	14 ms	LAB
FCP (lab median)	210 ms	142 ms	LAB
LCP (lab median)	360 ms	398 ms	GOOD
Page weight (median)	1.9 MB	2.0 MB	OK

Google Lighthouse (lab): Performance **88** mobile / **97** desktop, SEO **92**, Accessibility **97**, Best Practices **100**.

Lab numbers are from a headless mobile browser on an unthrottled connection: treat them as a floor, not a typical experience. Add a Google API key to light up real-user field data (CrUX) and Lighthouse scores.

03

Tiny buttons are hard to tap on mobile

13 of 43 tappable items on this page come in below 44×44 pixels, the size Apple and Google both recommend for reliable tapping on a phone. The same ones came up small on every one of the 4 test loads, so this is the page itself, not a fluke.

When customers can't tap what they expect to, they get frustrated and many of them leave. They don't file a bug. They don't try again. They just leave. A desktop dashboard can't see this because it's the difference between a thumb and a cursor.

The buttons measuring below the minimum on this scan:

- button 20x20 "Search"
- button 20x20 "Cart"
- button 18x18 "Open menu"
- a 136x24 "LEARN OUR STORY"
- a 68x22 "Our Story"
- a 83x22 "Bulk Orders"
- a 77x22 "Contact us"
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The fix is CSS-only on most sites: add padding around the icon (don't just change the icon size) so the actual tap area is at least 44×44 pixels. No redesign, no new assets.

04

Technical SEO & structured data

CHECK	RESULT
Title	Aerthom — Premium products for modern living — discover Store (63 chars)
Meta description	126 chars
H1	1 on page
Canonical	PRESENT
Structured data (JSON-LD)	1 block(s)

CHECK	RESULT
Open Graph	TITLE + IMAGE

05

The fix checklist

Everything to fix, priority first, each tagged with the screen it affects and a rough effort. Work top to bottom.

☐ A floating widget is covering a clickable element BOTH CSS ONLY

☐ Tiny buttons are hard to tap on mobile MOBILE CSS ONLY

☐ Unused JavaScript is being downloaded BOTH VARIES

☐ Unused CSS is being downloaded BOTH VARIES

☐ The page is heavy to download BOTH SMALL

☐ Add quotations so AI engines cite this page BOTH VARIES

☐ No third-party analytics tag detected BOTH DEV AFTERNOON

☐ Broken internal links BOTH VARIES

☐ Some text is low-contrast and hard to read BOTH VARIES

☐ Some links do not describe where they go BOTH VARIES

Effort is a rough read from the outside: "CSS only" means no new assets or backend work, "1 line" means a single tag, "Dev afternoon" means a developer needs to touch tracking or scripts.

06

What this report cannot tell you

Everything above is from the outside, looking at the page on a simulated phone and desktop. The questions that actually decide revenue need real visitors. Install the Harvv pixel (one script tag, 16 KB, zero personal data, no engineering project) and within about 72 hours you'd know which buttons real customers tapped and missed, how often Google Analytics is missing visits, and exactly where mobile shoppers stalled and left. This report shows you where to look. The pixel shows you how often it happens, and to whom.

07

How we did this, and what it can't prove

- **4 mobile + 2 desktop loads** of one URL from headless Chrome (iPhone viewport at 390px, desktop at 1366px), August 20, 2026. Enough loads to separate real defects from random noise, not a full-site crawl.
- **Lab numbers, not real-user numbers** (no field data was available for this run). Real devices on real networks run slower.
- **Friction is inferred, not counted.** We can prove a button is small. We can't, from the outside, count how often it causes a missed tap. That requires the pixel on a live page.

About Harvv, the source of this teardown

Harvv is a behavioral UX analytics platform (harvv.com). A lightweight JavaScript pixel captures how real visitors behave on a site (dead clicks, rage clicks, scroll depth, Core Web Vitals, JavaScript errors, and 50+ other signals) and the engine turns them into prioritized, plain-English findings. This teardown is the outside-in version of that: the same detectors run against a public page, with no pixel installed.

How to read it. Every finding here is a reproducible, automated measurement, not an opinion: element sizes, contrast ratios, load metrics, and structured-data checks that anyone can re-run against the same URL. The method is stated in full above. Automated testing catches a subset of issues, so this is a starting point, not a certification.

Full disclosure. Harvv makes the pixel that would measure the friction these findings imply, so we have a commercial interest. That is exactly why the findings are kept to things a reader can verify independently, and why nothing here is inflated: an unreproducible claim would undermine the tool it is meant to demonstrate.

Prepared by Harvv (harvv.com), a behavioral UX analytics platform. Last updated August 20, 2026.